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Customer Satisfaction in Commercial Bank of Sindh Province
A Case Study of Bank AL Falah

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Abstract

The main concern of a bank is customer satisfaction. Every bank strives to achieve customer satisfaction. A satisfied customer becomes the positive word of mouth for the bank. The purpose of this research is to find out customer satisfaction in commercial banks, particularly in Bank AL Falah. Data was collected through a questionnaire from 150 customers of Bank AL Falah in Hyderabad. Microsoft Excel was used for data analysis. The result concludes that customers perceive higher satisfaction, and the environment and commitment and behavior of staff with customers have a major impact on customer satisfaction.

Keyword: banks, satisfaction, customers, Hyderabad, commercial

Introduction:

In the 21st century majority of the companies knows that client satisfaction is the key to effectiveness and success. Generally well-known that companies are very satisfied you earn higher than average profit while ignoring their importance may be too expensive for companies. Particularly in the banking sectors where aggressive struggle exists, more and more than demanding customers for banks, and the shifting weather has shown a range of unmatched challenges (Lovelock, 2001) for banks.

In the concept of customers two basic approaches are used for their satisfaction regarding services. In the customer satisfaction process is as used first, and the result of the services as used as second the experience of consumption. Both approaches of customer satisfactions are complementary, since one depends on the other (Parker; Mathews, 2001).

Al Falah Bank Limited is a commercial bank owned and operated by Abu Dhabi Group. Al Falah Bank is a foreign bank operating in Afghanistan, Bahrain, Bangladesh and Pakistan as well. It is the largest bank in Pakistan on the 6th number. The bank operates through a network of more than 500 branches in more than 170 cities in Pakistan. Al Falah Bank provides financial solutions to consumers, businesses, institutions and governments through a wide range of products and services, including corporate banking, investment, consumer banking, credit, trading, small and medium-sized enterprises, agribusiness finance, Islamic finance and asset financing. Similarly, the microfinance sector worldwide and in the Pakistan customer's satisfaction is very important for banking sector development. Al Falah Bank's focus has shifted from acquiring customers to establishing and maintaining a satisfactory connection with its customers for utilization of the bank's services. Due to the importance of customer satisfaction, in the context of Bank Al Falah very low ratio of research have done by researcher of Pakistan.

The aim of this study to identify the issues, factors, services required for the customer satisfaction of Bank Al Falah of the Hyderabad Region. Customers' needs for satisfaction to use the Bank services.

Literature Review

In this study researcher finds that customer satisfaction is a main source of Islamic microfinance business development in the Yemen. Customers' needs all services in demand to grow, survive and pay money to microfinance banks (FahmiShaabanFararah , 2014).

In the microfinance industry Of Kenya's quality of service has a great positive power on customer happiness. People look at the service Quality has a more important factor when going to any microfinance bank (Muhammad Sharif Bashir et al. 2012).

The researcher conducted his study regarding the impact of QoS and customer satisfaction in commercial banks. This study shows that there is a close relationship between customer awareness of the quality of service factor and customer satisfaction. It further showed that the impact of QoS on customer satisfaction

is unique. The proposal suggested that bank managers should formulate appropriate marketing strategies to satisfy their customers (Edwin M. &Fathima S, 2011).

Conducted studies on customer complaints this research showed that excellent customer service and customer satisfaction help maintain business growth. Moreover, it has shown that customer complaints are constantly increasing in public sector banks that negatively affect customer satisfaction and performance. The research also suggested that the establishment of a customer care center in all banks will help solve customer requirements on a priority basis (Uppal R.K. (2010).

According to the research study his advanced Customer orientation ideal of service for satisfaction, the employee is an important factor of customer happiness in services sector of banks. Frequently asked questions staff should be trained to develop their methodological programs, Collective and motivational skills, giving the necessary authority to make decisions (Thorsten &Tharau, 2004).

Research concluded in his study for the customer satisfaction consists of three main factors for using the banks sector. Ease of access and support for use, speedy respond, and proper guidance are the main factor for customer satisfaction. These factors are very important for any customer to utilize the microfinance services of any banks. If the customer satisfaction level is increase then the customer easily use the banks services (Kurt &Elmar, 2002).

Problem Statement

In today's competitive world, banks must struggle to provide the best in customer satisfaction through different innovative strategies to survive in the industry. This study will be a sincere attempt to assess customer satisfaction from the Al Falah Bank of Hyderabad.

Significance of the Study

It is crucial that banks collect customer feedback on diverse banking services; this would be useful in enabling banks to take positive steps to maintain a competitive edge in the banking industry today. In fact, the overall efficiency of the future bank will certainly rely on self-evaluation of its performance.

Objectives of the Study

- To identify the numerous services of Bank Al Falah.
- To analysis the factors those impact the selection of Bank Al Falah.
- To identify customer satisfaction level to the services provided by the Bank Al Falah.
- To examine the expectations and the level of satisfaction of the customers towards the service rendered by Bank Al Falah.
- To make suggestions for improving the bank's customer services.

Research Methodology

The research method is defined as research techniques such as data collection, data analysis, and evaluation of the accuracy of search results. A descriptive research design was approved for the study. They represent primary and secondary data.

1. Data collection

Primary data were collected from customers of Bank Al Falah through the structured questionnaire. Secondary data also collected from the Bank Al Falah website, Branches of bank, research journals and books.

2. Sampling Size

In the sampling selection convenient sample techniques was used for data collection. In the study researcher selected from whole population 150 samples from the Bank Al Falah customers of Hyderabad Region.

Demographic variables	No of Respondents	Percentage
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3. Instrument

Questionnaire was used as an instrument for data collection from the customers.

4. Analysis Tool

MS Excel was used for Data analysis in this research

Data Analysis and Interpretation

The required data were collected by questionnaire and analyzed and interpreted with the help of tables with relevant descriptions. The proper processing of the raw data was performed and logical conclusions were drawn on the basis of the results.

1. Demographic Information

Sex		
Male	61	41
Female	89	59
Age		
Below 25 Years	23	15.3
25 to 35 years	36	24
36 to 45 years	34	22.7
Above 45 years	57	38
Marital Status		
Married	62	41
Un married	88	59
Educational Level		
Below HSC	25	16.66
Graduate	54	36.0
Post Graduate	30	20.0
Professional	41	27.33
Occupation		
Government	70	46.66
Private	24	16.0
Self- employee	32	21.33
Professionals	17	11.33
Others	7	4.67
Monthly Income (Rs)		
Up to 20,000	10	6.66
20,000 to 30, 000	13	8.66
30,000 to 40,000	51	34.0
Above 40,000	76	50.66

Table 1: Demographic variable

Out of the 150 respondents surveyed 61 (41%) were males and 89 (59%) were females. 23 (15.3%) were in the below 25 year group while 36 (24%) belonged to the 25 to 35 year group. A 34 (22.7%) were categorized in the 36 to 45 year group and 57 (38%) respondents fall under the above 46 year group.

A total of 62 respondents were married which showed a (41%) and the unmarried 88 respondents accounted for 59%.

The literacy level speaks the full facts a) HSC level -25 (16.66%), b) Graduates -54 (36%), c) post-graduate level and d) Professional level 41 (27.33%).

Among the occupational categories, 70 (46.66%) respondents were government servants, 24 (16%) were private employed, 32 (21.33%) were self-employees, 17 (11.33%) were professionals and 7(4.67%) belonged to other categories. The income wise classification showed that the 10 (6.66%) were in below Rs 20,000 group. 13 (8.66%) were in the 20,001 to 30, 000 group, 51 (34%) were in the 30,001 to 40,000 group and 76 (50.66%) were in the above 40, 000.

2. Sources of Information regarding Bank

Source	Respondents	Percentage
Advertisement	40	26.67
Friends	40	26.67
Relatives	31	20.67
Bank representatives	30	20.00
Other sources	9	6.00

Table 2: Source of information Regarding Bank

Table 2 above reveals that, out of 150 respondents, 40 (26.67%) came to know about Bank Al Falah through advertisements, 40 (26.67%) through friends, 31 (20.67%) through relatives, 30(20%) through bank representative and 9(6%) through other sources.

3. Reason for the Preference of Bank Al Falah

Reasons	Respondents	Percentage
Customer service	20	13.33
Easy accessibility	60	40.00
Favorable interest rate	20	13.33
Quick service	40	26.67
Goodwill	10	6.67
Total	150	100

Table 3: Reason for the Preference Bank Al Falah

From the above table 3 it is clear that 20(13.33%) respondents had selected Bank Al Falah because of customer service, 60 (40%) due to easy accessibility, 20 (13.33%) preferred because of a favorable interest rate, 40 (26.67%) opted due to quick service and 10 (6.67%) because of goodwill.

4. Types of Accounts Maintained by Respondents in the Bank Al Falah

Types of account	Respondents	Percentage
Current account	20	13.33
Savings bank account	55	36.67
Fixed deposit account	10	6.67
Recurring deposit account	15	10
Loan account	50	33.33
Total	150	100

Table 4: Types of Accounts Maintained by Respondents in the Bank

The above table 4 it reveals that 20(13.33%) respondents were current account holders, 55 (36.67%) were saving bank accounts holders, 10 (6.67%) were having fixed deposit accounts, 15(10%) were recurring deposit account holders and 50(33.33%)were loan accounts holders.

5. Mode of Using Bank Services

Dealing	Respondent	Percentage
E-Banking	72	48

Traditional Banking	78	52
Total	150	100

Table 5: Mode of Bank Services

Table 5 shows that, out of the total 150 respondents 72(48%) opted the E- banking and 78 (52%) opted the traditional banking.

6. Opinion on Saving Bank Account

Opinion	Respondents	Percentage
Highly Satisfied	24	16.00
Satisfied	80	53.33
Dissatisfied	30	20.00
Highly dissatisfied	4	2.67
Neutral	12	8.00
Total	150	100

Table 6: Opinion on Saving Bank Account

Table 6 scrutinizes the opinion of respondent's procedure relating to opening aBank Al Falah account. From the total 150 surveyed, 24(16%) were highly satisfied, 80 (53.33%) were satisfied, 30(20%) were dissatisfied, 4(2.67%) were highly dissatisfied whereas 12(4%) were unwilling to reveal their opinion.

7. Formalities to Open an Account

Opinion	Respondents	Percentage
Highly Satisfied	42	28.00
Satisfied	70	46.67
Dissatisfied	12	8.00
Highly satisfied	13	8.67
Neutral	13	8.67
Total	150	100

Table 7: Formalities on Saving Bank Account

Table 7 was formulated on the basis of the study on satisfaction of customers towards formalities in account opening. 42(28%) respondents were highly satisfied with the formalities, 70(46.67%) were satisfied, 12(8%) were dissatisfied, 13 (8.67%) were highly dissatisfied and 13(8.67%) were did not disclose their satisfaction level.

8. Local Cheque Clearance satisfaction level

Opinion	Respondents	Percentage
Highly Satisfied	24	16.00
Satisfied	100	66.67
Dissatisfied	6	4.00
Highly dissatisfied	10	6.67
Neutral	10	6.67
Total	150	100

Table 8: Local Cheque Clearance satisfaction level

Table 8 points out that among the 150 respondents 24(16%) were highly satisfied in clearing of local cheques, 100(66.67%) were satisfied, 6(4%) were dissatisfied, 10(6.67%) were highly dissatisfied and 10 (6.67%) were denied to disclose their satisfaction level.

9. Customers' Satisfaction Level on Outstation Cheque Clearance

Opinion	Respondents	Percentage
High satisfied	25	16.67
Satisfied	100	66.67
Dissatisfied	7	4.67
Highly dissatisfied	8	5.33
Neutral	10	8.67
Total	150	100

Table 9: Out station Cheque Clearance satisfaction level

The following were derived from table 9, 25(16.67%) were highly satisfied in out station cheque clearing, 100 (66.67%) satisfied, 7 (4.67%) dissatisfied, 8 (5.33%) highly dissatisfied and 10 98.67%0 have not disclosed their opinion.

10. Respondents' Opinion on Sanction of Loans

Opinion	Respondents	Percentage
High satisfied	34	22.67
Satisfied	70	46.67
Dissatisfied	15	10.00
Highly dissatisfied	12	8.00
Neutral	19	12.67
Total	150	100

Table 10: Respondents' Opinion on Sanction of Loans

Table 10 clearly shows that 34 (22.67%) respondents were highly satisfied with loan sanctioning process, 70(46.67%) were satisfied, 15(10%) were dissatisfied, 12 (8%) were highly dissatisfied and 19 (12.67%) were did not disclosed their satisfaction level.

11.Availability of Service Materials at Bank

Opinion	Respondents	Percentage
Available	20	13.33
Not Available	30	20.00
Rarely	36	24.00
Very scarce	52	34.67
Available but not given to customers	12	8.00
Total	150	100

Table 11: Availability of Service Materials at Bank

Regarding the availability of service materials at bank, customer views are summarized in table 11. 20(13.33%) respondents felt that service materials were available at the bank, 30(20%) reported the unavailability of service materials, 36(24%) opined that materials were rarely available, 52(34.67%) complained that it was very scared and 12 (8%) said that service materials were available but not given to the customers.

12. Priority Allowed by the Bank to Customers

Priority	Respondents	Percentage
Available	10	6.67
Some times	29	19.33
From Some staff	18	12.00
Very rarely	43	28.67
Never	50	33.33
Total	150	100

Table 12: Priority Allowed by the Bank to Customers

Table 12 reveals that out of 150 respondents 10(6.67%) were availing priority treatments, 29 (19.33%) were sometimes enjoying priority treatment, 18 (12%) enjoyed from some staff of the bank, 43(28.67%) received priority treatment very rarely and 50(33.33%) were never offered any priority treatment from the bank.

Research hypothesis:

There are no significant differences between the Socio – economic factors and the level of satisfaction of the respondents.

Null hypothesis:

The null hypothesis is framed to find out whether the demographic factors of the respondents are independent of their level of satisfaction.

Chi- Square Test:

The Chi- square test has been employed to determine the relationship between the customer satisfaction towards banking services of Bank Al Falah in Hyderabad region and their demographic background.

13. Age and Level of satisfaction of the Respondents

S. No	Age	Level of Satisfaction			Total
		High	Medium	Low	
1	Below 25 Years	6	11	6	23
2	25-35 Years	10	20	6	36
3	35-45 Years	6	16	12	34
4	Above 45 Years	23	18	16	57
	Total	45	65	40	150

Table 13: Age and Level of satisfaction of the Respondents

From the above table 13 it is clear that 23 respondents are below 25 years of age and out of them 6 show high level satisfactions and 11 medium levels and 6 show low level satisfactions. Out of 34 who are of 35 to 45 years of age, 6 show high level satisfaction, 16 show medium levels and only 12 show low level satisfactions. Out of 36 respondents in the age group of 25 to 35 years, 10 respondents show high level satisfaction 20 respondents show medium level satisfaction and 6 respondents show low level satisfaction respectively. Out 57 respondents in the age groups of above 45 years, 23 show high level satisfaction, 18 and 16 respondents show medium, and low level satisfaction respectively.

14. Gender Status and Level of Satisfaction of Respondents

S. No	Gender	Level of Satisfaction			Total
		High	Medium	Low	
1	Male	29	36	24	89
2	Female	16	29	16	61
	Total	45	65	40	150

Table 14: Gender Status and Level of satisfaction of the Respondents

The above table 14 reveals that 61 respondents are female and out of them 29 show high level satisfaction 36 show medium level and 24 show low level satisfaction. Out of 89 male respondents, 16 show high level satisfaction, 29 show medium levels and 16 show low level satisfactions.

15. Educational Qualification and Level of Satisfaction of the Respondents

S. No	Educational Qualification	Level of Satisfaction			Total
		High	Medium	Low	
1	Intermediate	9	10	6	25
2	Graduates	17	21	16	54
3	Post Graduate	10	11	9	30
4	Professional	9	23	9	41
	Total	45	65	40	150

Table 15: Educational Qualification and Level of satisfaction of the Respondents

The above table 15 reveals that out of 25 respondents with educational qualification below Intermediate, 9 show high level satisfaction, 10 show medium level and 6 low level satisfactions. Out of 30 respondents who are Graduates, 10 show high level satisfaction, 11 show medium levels and 9 show low level satisfaction. Out of 41 respondents who are Professional, 9 show high level satisfaction, 23 show medium levels and 9 show low level satisfaction. Out of 54 respondents who were Graduate, 17 show high level satisfaction, 21 show medium levels and 16 show low level satisfaction.

16. Monthly Income and Level of Satisfaction of the Respondents

S. No	Monthly Income	Level of Satisfaction			Total
		High	Medium	Low	

1	Upto Rs. 20000	3	4	3	10
2	Rs. 20000 to 30000	4	5	4	13
3	Rs. 30000 to 40000	17	23	11	51
4	Above 40000	21	33	22	76
	Total	45	65	40	150

Table 16: Monthly Income and Level of satisfaction of the Respondents

Table 16 it reveals that out of 10 respondents with monthly income Up to Rs 20000, 3 have high level satisfaction and 4 and 3 show medium and low level satisfaction respectively. Out of 13 respondents who earn Rs. 20000 to 30000 monthly, 4 have high level satisfaction and 5 and 4 show medium level and low level satisfaction respectively. Out of 51 respondents who earn Rs 30000 to 40000, 17 show high level satisfaction, 23 show medium level satisfactions and 11 show low level satisfaction respectively.

17. Occupation and Level of Satisfaction of the Respondents

S. No	Occupation	Level of Satisfaction			Total
		High	Medium	Low	
1	Govt. Employee	23	35	19	77
2	Private Employee	7	11	6	24
3	Self-Employee	10	13	9	32
4	Professional Workers	5	6	6	17
	Total	45	65	40	150

Table 17: Occupation and Level of satisfaction of the Respondents

From the above table it is clear that out of 17 respondents who were Professional Workers, 5 how high level satisfaction and 6 and 6 show medium and low level satisfaction respectively. Out of 24 respondents who were Private Employee, 7 have high level satisfaction and 11 and 6 show medium level and low level satisfaction respectively. Out of 32 respondents who were Self Employee, 10 show high level satisfaction, 13 show medium level satisfactions and 9 show low level satisfaction respectively. Out of 77 respondents who were government employee, 23 show high level satisfaction, 35 show medium level satisfactions and 19 show low level satisfaction respectively.

Conclusions

This research articles highlights the satisfaction level of customers towards the banking services of the Bank Al Falah Hyderabad Region. Having considered the demographic factors of age, sex, marital status, educational qualifications and monthly income of 150 respondents, a final data has been arrived and it point out that there is a medium level of satisfaction on the customers' side.

With factors like employee behavior, banking services and banking performance affecting the level of customer satisfaction, the Bank Al Falah has to implement prompt customer friendly schemes / portfolios as an initiative go. These would thereby go a long way to enhance the level of customers' satisfaction thereby rectifying customer worries and alleviate the number of customers as well. Perhaps this would definitely lead to a flourishing economy, since customer satisfaction is the pivot of a successful banking structure.

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